



Station Buy Detail

Salt Lake City, TV 2nd add

Est ID: 12917

Client: Matheson for Congress 2012

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

KSTU-TV

Program Name	DP	Length	Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
KSTU 7a News	EM	M-F	\$600.00		1			1					2
7:00 AM - 8:00 AM		30	\$1,200.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
Saturday 7a News	EM	Sa	\$470.00						1				1
7:00 AM - 9:00 AM		30	\$470.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
Sunday 7a News	EM	Su	\$470.00							1			1
7:00 AM - 9:00 AM		30	\$470.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
KSTU 8a News	EM	M-F	\$600.00	1		1		1					3
8:00 AM - 9:00 AM		30	\$1,800.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
Live with Kelly	DT	M-F	\$220.00								1		1
9:00 AM - 10:00 AM		30	\$220.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
KSTU 11a News	DT	M-F	\$195.00	1									1
11:00 AM - 12:00 PM		30	\$195.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
KSTU 9p News	LN	M-F	\$2,600.00	1		1	1	1			1		5
9:00 PM - 10:00 PM		30	\$13,000.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
Saturday 9p News	LN	Sa	\$880.00						1				1
9:00 PM - 10:00 PM		30	\$880.00										
Sold Out at LUR per KSTU. Lowest Rate to Clear													
Station Totals			\$18,235.00	3	1	2	1	3	2	1	2		15
Station Net			\$15,499.75										

Media Strategies and Research

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Kent Carbon

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